



ENERGY STAR⁷ Program Requirements for Retail/E-tail Partners Partner Commitments

Eligible Organizations:

Any retail organization selling ENERGY STAR labeled products, including but not limited to appliances, consumer electronics, heating and cooling equipment, lighting, and/or office equipment.

Commitment

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to retail organizations. The ENERGY STAR PARTNER must adhere to the following program requirements:

- develop and submit, within two months of agreement activation, a program plan for utilizing the ENERGY STAR logo in promoting, advertising, or providing financial incentives for the sale of ENERGY STAR labeled product(s). Once the PARTNER submits its program plan, the PARTNER company name will be listed as an ENERGY STAR PARTNER;
- comply with current ENERGY STAR Logo Use Guidelines, describing how the ENERGY STAR labels and name may be used. PARTNER is responsible for adhering to these guidelines and for ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance;
- submit all marketing materials and template designs developed for PARTNER's ENERGY STAR promotions to EPA/DOE for review to ensure accuracy of ENERGY STAR logo use and consistency of the ENERGY STAR message. PARTNER will allow a minimum of five full working days for EPA/DOE to review and approve marketing templates;
- promote all ENERGY STAR product lines carried by PARTNER. PARTNER agrees that it will make its best effort to label all qualifying products with the ENERGY STAR logo when not already labeled by manufacturers;
- feature the ENERGY STAR logo(s) on PARTNER web site and in other promotional materials. If information concerning ENERGY STAR is provided on the PARTNER web site, EPA/DOE may provide links where appropriate to the PARTNER web site;
- for retailers of clothes washers, dishwashers, room air conditioners, and/or refrigerators, provide to DOE, on a quarterly basis, sales data or other market indicators to assist in determining the effects of the program in promoting high efficiency products. The data will be used by DOE only for program evaluation purposes and will be closely controlled. If requested under the Freedom of Information Act (FOIA), DOE will argue that the data is exempt. Any information used will be masked by DOE so as to protect the confidentiality of the PARTNER. Data should be submitted in electronic format for each store as follows:
 - ▶ type of product purchased (i.e., clothes washer, dishwasher, or refrigerator)
 - ▶ total inventory in units (both ENERGY STAR and conventional models) for that type of product
 - ▶ number of ENERGY STAR qualified units sold with the manufacturer model numbers (or PARTNER SKU if provide an electronic key)
 - ▶ store location
 - ▶ date of sale;
- periodically monitor point-of-purchase and web site promotional displays to ensure the accurate placement and labeling of qualified products in retail stores and on the partner web site, and cooperate with regional ENERGY STAR program implementers in their efforts to monitor accurate placement of labels;
- train sales staff and customer service representatives on the ENERGY STAR program. This training shall include: a) identification of ENERGY STAR labeled products within the store, and on the partner web site b) tips for selling ENERGY STAR labeled products, and c) tips for answering questions about the ENERGY STAR

program;

- provide to EPA/DOE and update on a regular basis the following two lists in electronic format: 1) a current list, by manufacturer model number, of all ENERGY STAR qualified products sold by PARTNER (including models on the floor as well as other models that are sold but not floored), and 2) a current list of stores for upload onto the ENERGY STAR web site (applicable to retailers only).
- notify EPA/DOE of a change in the designated responsible party or contacts within 30 days.

Performance for Special Distinction

In order to receive additional recognition and/or support from EPA/DOE for its efforts within the Partnership, the ENERGY STAR PARTNER may consider the following voluntary measures and should keep EP/DOE informed on the progress of these efforts:

- provide quarterly, written updates to EPA/DOE as to the efforts undertaken by PARTNER to increase availability of ENERGY STAR qualified products, and to promote awareness of ENERGY STAR and its message;
- consider energy efficiency improvements in company facilities and pursue the ENERGY STAR label for buildings;
- purchase ENERGY STAR labeled products. Revise the company purchasing or procurement specifications to include ENERGY STAR. Provide procurement officials contact information to EPA/DOE for periodic updates and coordination. Circulate general ENERGY STAR labeled product information to employees for use when purchasing products for their homes;
- provide information on PARTNER web site for federal and other institutional purchasers;
- bundle ENERGY STAR labeled products in sales displays and promotional materials (e.g., ENERGY STAR for the Home Office and ENERGY STAR for the Kitchen).